

HERALBONY
Logotype / Symbol Guideline

2024.9.11

There are four variations of the HERALBONY logo. Please use the one that best suits your application.

To avoid the development of an incorrect logo, please do not use the developed data all over again, but always use the data in this guideline.

HERALBONY

【Logotype】



【Symbol】



HERALBONY

【Logotype + Symbol①】



HERALBONY

【Logotype + Symbol②】

Black is the basic recommended color. If black reduces visibility or is uncomfortable against the background color, please choose white. Gold foil can also be used in prints. (See p.6)

【Logotype · Black】

HERALBONY

【Logotype · White】

HERALBONY

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【Symbol · Black】



【Symbol · White】



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【Logotype + Symbol ① · Black】



HERALBONY

【Logotype + Symbol ① · White】



HERALBONY

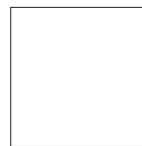
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【Logotype + Symbol ② · Black】



【Logotype + Symbol ② · White】





CMYK	C0 M0 Y0 K100	C0 M0 Y0 K0
RGB	R0 G0 B0	R255 G255 B255
Spot Color	PANTONE black C/U	-
Foil Stamping	Black Foil	White Foil

※Since the impression of the specified color will change depending on the color of the material to be printed, please adjust the color to match the impression of the specified color.

※If you use gold foil, please select a matte color. If available, please refer to the color of "Murata gold foil matte gold No.111".

If the exact reproduction is not possible at the minimum size, please reproduce it at the smallest possible size. The same applies to color variations.

Width 12mm



HERALBONY

【Logotype】

Width 5mm



【Symbol】

Width 17mm



【Logotype + Symbol ①】

Width 23.2mm



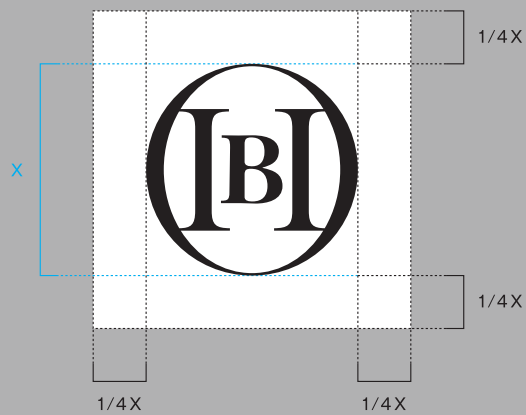
【Logotype + Symbol ②】

To preserve the integrity of the HERALBONY logo, always maintain a minimum clear space around the logo. This clear space insulates the logo from distracting visual elements.

【Logotype】



【Symbol】



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【Logotype + Symbol ①】



【Logotype + Symbol ②】





You are not allowed to distort or change the aspect ratio of the logo.



You are not allowed to add border or fringe to the logo.



You are not allowed to hide or delete any element of the logo.



You are only allowed to use the colors specified in this guideline.



You are not allowed to put a drop shadow on the logo.



You are not allowed to rotate the logo. (Unless it's a rotation with design intent)



You are not allowed to move the elements of the logo.



You are not allowed to change the size or aspect ratio of the elements.